

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of: ) Confirmation No. 4901  
Bret Alan **GORSLINE, et al.** ) Group Art Unit: 2178  
Application No. 10/727,264 ) Examiner: David Faber  
Filed: December 3, 2003 )  
For: **METHODS AND SYSTEMS FOR** ) Date: October 10, 2007  
**PROGRAMMABLY** )  
**GENERATING ELECTRONIC** )  
**AGGREGATE CREATIVES FOR** )  
**DISPLAY ON AN ELECTRONIC** )  
**NETWORK** )

**AMENDMENT**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated May 10, 2007, please amend the above-identified application and consider Applicants' remarks as follows.

A Petition for a two month extension of time under 37 C.F.R. § 1.136(a) extending the period for response through October 10, 2007, accompanies this reply. In addition, a Request for Continued Examination (RCE) accompanies this reply. Any fees required for extensions of time, the RCE, and any addition of claims are hereby authorized to be charged to Deposit Account No. 19-2380.